

Message Text

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PAGE 01 CALI 00321 102104Z

73

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 CIAE-00 INR-07 NSAE-00 /025 W

----- 076447

R 101330Z AUG 76

FM AMCONSUL CALI

TO USDOC WASHDC

INFO AMEMBASSY BOGOTA

SECSTATE WASHDC 1898

UNCLAS CALI 0321

E.O. 11652: N/A

TAGS: BEXP

SUBJ: WTDR/FTI LIBRERIA NACIONAL LTDA.

REF: USDOC 11767

1. COLOMBIA 2. CNTRY CODE:301 3. SER NO: 0062400

4. LIBRERIA NACIONAL LTDA.

4A. CODE: 4B. CODE: B 4C. CODE:

5. APARTAF

AEREO 8092& CARRERA 5 NO. 11-50

6. CALI, VALLE, COLOMBIA

7. ESTABL: 1959 8. EMPL: 240 9. SIZE: (20-X) MEDIUM

10. REPUTATION: (22-X) GOOD

11. SELLS ITS PRODUCTS THROUGHOUT COLOMBIA.

12. RPT. DATE: 08/76

13A. 27130/135 RET. DIST. IMP. OF BOOKS IN GENERAL

13B. 27210/135 RET. DIST. IMP. OF MAGAZINES

13C. 27480/135 RET. DIST. IMP. OF STATIONERY PRODUCTS.

14. CONTACT: JESUS M. ORDONES S. TITLE: MGR.

15. CABLE: LINACIONAL 16. TELEX: "NA"

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 CALI 00321 102104Z

17. TEL: 731250

18. FINANCIAL REFS: THE CHASE MANHATTAN BANK, 1 CHASE MANHATTAN VLAZA, NEW YORK, N.Y. 10015& REPUBLIC NATIONAL BANK OF NEW YORK, 452 FIFTH AVENUE, NEW YORK, N.Y. 10018& ALSO BANCO DE BOGOTA, CARRERA 4 NO. 11-55& BANCO DE OCCIDENTE, CARRERA 5 NO. 12-42& BANCO CAFETERO, CALLE 13 NO. 5-21, OF CALI, VALLE, COLOMBIA.

19. TRADE REFS: FEFFER AND SIMONS INC., 100 PARK AVENUE, NEW YORK, N.Y. 10017& BOARTS INTL., 747 THIRD AVENUE, NEW YORK, N.Y. 10017& SELECT MAGAZINE INC., 229 PARK AVENUE SOUTH, NEW YORK, N.Y. 10003& TIME LIFE INTL., ROCKEFELLER CENTER, NEW YORK, N.Y. 10020& DELL DISTRIBUTING CO., ONE DAG HAMMARSKJOLD PLAZA, 245 EAST 47TH STREET, NEW YORK, N.Y. 10017& EDITORS PRESS SERVICE INC., 60 EAST 42ND STREET, NEW YORK, N.Y. 10017& NEW AMERICAN LIBRARY INC., 1301 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10019& RANDOM HOUSE INC., CENTRAL AND TERMINAL AVENUES, CLARK, NEW JERSEY 07066& SIMON & SCHUSTER INC., 1 WEST 39TH STREET, NEW YORK, N.Y. 10018.

20. FOREIGN FIRMS REPRESENTED: FEFFER AND SIMONS INC., 100 PARK AVENUE, NEW YORK, N.Y. 10017, BOARTS INTL., 747 THIRD AVENUE, NEW YORK, N.Y. 10017& SELECT MAGAZINE INC., 229 PARK AVENUE SOUTH, NEW YORK, N.Y. 10013& TIME LIFE INTL., ROCKEFELLER CENTER, NEW YORK, N.Y. 10020& DELL DISTRIBUTING CO., ONE DAG HAMMARSKJOLD PLAZA, 245 EAST 47TH STREET, NEW YORK, N.Y. 10017& EDITORS PRESS SERVICE INC., 60 EAST 42ND STREET, NEW YORK, N.Y. 10017& NEW AMERICAN LIBRARY INC., 1301 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10019& RANDOM HOUSE INC., CENTRAL AND TERMINAL AVENUES, CLARK, NEW JERSEY 07066& SIMON & SCHUSTER INC., 1 WEST 39TH STRT, NEW YORK, N.Y. 10018.

21. FIRM OPERATES UNDER THE COLOMBIAN BY-LAWS OF A LIMITED LIABILITY PARTNERSHIP WITH A REGISTERED CAPITAL (I.E. LIABILITY) LISTED AS 1.5 MILLION COLOMBIAN PESOS. IT IS ENGAGED IN THE OPERATION OF A CHAIN OF SODA FOUNTAIN/BOOKSTORES. MAIN STORE AND TWO BRANCHES ARE IN CALI WITH OTHER BRANCHES LOCATED IN THE COLOMBIAN CITIES OF BOGOTA& BARRANQUILLA& CARTAGENA& MEDELLIN& MANIZALES& PEREIRA, AND PASTO. FIRM IS THE LEADING ONE IN ITS FIELD OF BUSINESS IN COLOMBIA. STOCKHOLDERS IN THE FIRM ARE: MR. JESUS M.ORDONEZ S., WHO ACTS AS MANAGER, AND HIS WIFE MARIA L. DE ORDONEZ, BOTH COLOMBIAN CITIZENS. FIRM IS PROPERLY MANAGED AND IS WELL REGARDED IN LOCAL TRADE SOURCES. LOCAL BANKING UNCLASSIFIED

UNCLASSIFIED

PAGE 03 CALI 00321 102104Z

INSTITUTIONS CONTACTED REPORT SATISFACTORY EXPERIENCE WITH THIS FIRM IN ALL DEALINGS INCLUDING CREDIT FACILITIES EXTENDED. CONSULATE RECOMMENDS THIS FIRM AS A GOOD TRADE CONTACT FOR U.S. TRADERS.

22. PREPARED BY: J.DE SOTO APPROVED BY: J. KERR, JR.
AT: U.S. CONSULATE, CALI.
KERR

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Message Attributes

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Margaret P. Grafeld
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Review Transfer Date:
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TAGS: BEXP
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